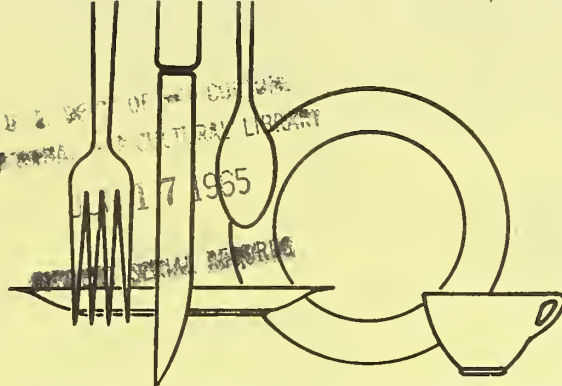


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FOOD PRE-VUE



A SUMMARY OF THE FOOD OUTLOOK DESIGNED TO GIVE ADVANCE INFORMATION TO FOOD EDITORS

U. S. Department of Agriculture
Consumer and Marketing Service

April 29, 1965
F P - 94

MEATS. . . . Total beef production in April-June will probably be close to the high level of last spring. Fed-beef production is expected to be down. However, the slaughter of cows and other nonfed animals is expected to increase enough to largely offset the fed-beef decline. Spring and summer hog marketings may be reduced further than anticipated if gilts are withheld from slaughter for breeding. Slaughter prices for lambs through most of the year will be above 1964 levels because 1965's lamb crop will be 3 to 4 percent smaller than 1964's.

POULTRY and

EGGS. . . . Broiler supplies in the second quarter of 1965 will be increasing seasonally and will exceed April-June 1964 output. However, broiler prices during this period will likely be a little higher than a year earlier. Farmers may increase turkeys raised in 1965 by less than the 4 percent they planned in January. Frozen turkeys in storage on April 1 totaled 13¼ million pounds, 19 percent less than the month before and 11 percent less than a year ago. Replacement chicks hatched in January-April 1965 were down sharply from the 1964 level in response to low egg prices in recent months. The Nation's laying flock and egg production this fall likely will be smaller than a year earlier.

DAIRY . . . Preliminary estimates put 1964 total civilian consumption of milk and milk products about 1½ billion pounds over the 117.4 billion in 1963. But 1965 consumption will probably be about the same because 1965 has one less day than 1964 and per capita consumption of butter and evaporated milk continues to decline.

VEGETABLES:

Fresh . . . Production of early spring vegetables is estimated at 21.9 million hundredweight, 7 percent less than 1964 and the 5-year average. These include California asparagus, cabbage from the Southwest, Florida and California celery and Arizona and California lettuce. The early spring strawberry crop, mostly from Louisiana, is 1 percent below last year. Strawberry acreage for mid-spring harvest is down 7 percent from 1964. Production of Florida and Texas sweet corn is 1 percent more than last year. Production of Florida, California, and Texas early tomatoes is up 2 percent. Marketings of spring vegetables are increasing with seasonably heavy volume expected in May and June.

PROCESSING. The intended planted acreage for leading vegetable crops for commercial processing totals 5 percent larger in 1964 and 2 percent above average. Increased acreages are indicated for green lima beans, snap beans, cabbage for kraut, sweet corn, and green peas. Decreases are intended for cucumbers for pickles, winter spinach, and tomatoes. Prospective acreage in beets is about the same as 1964. Asparagus will not be estimated until December.

FROZEN.... Warehouse supplies of frozen vegetables (excluding potatoes) totaled 71½ million pounds--½ percent below April 1964, but 13 percent above average. Stocks of frozen french fries, at 351 million pounds, were 14 percent above a year ago and record large.

POTATOES .. Production of early spring potatoes is estimated at 4.8 hundredweight, 1½ percent more than in 1964. Indicated production in Florida, where most of the early spring crop is grown, is up 8 percent. Acreage in later-spring States, which furnish most of May-June supplies, is up 26 percent from the low level in 1964, but about the same as the 1956-63 average.

FRUITS:

Citrus ... The April 1 estimate of the U. S. orange crop is 119 million boxes, 28 percent greater than last season but 3 percent below average. This is 5 million boxes more than the March 1 estimate. About 59 percent of the crop had been picked by April 1. Grapefruit production forecast is the same as March 1--40.1 million boxes. This is 17 percent greater than last year but 3 percent below average. Approximately 77 percent of the crop had been picked by April 1. The lemon forecast remains unchanged from March 1 at 14.1 million boxes, down 22 percent from last year and 11 percent below average. The Florida tangerine crop is estimated at 3.9 million boxes, 8 percent greater than 1963-64 crop. Harvest was virtually complete by April 1.

FROZEN ORANGE

Concentrate Frozen orange concentrate stocks rose to 42 million gallons on April 1, up 1 million from March 1. Last year at this time, stocks stood at 29 million gallons. The average is 36 million gallons.

FROZEN

FRUIT . . . Holdings of frozen fruits were down to 40½ million pounds on April 1, a 55-million-pound reduction from March 1. This reduction was 5 million pounds more than average for the month and 13 million more than in 1964.

PEACHES . . . The 1965 peach crop in 9 Southern States is expected to be sharply above last year. The April 1 outlook for Georgia, Alabama, and the Carolinas was for an average crop. The freeze of March 29-30, 1964, cut last year's production to about one-fourth of average.

The Consumer and Marketing Service of the U S Department of Agriculture, through its Plentiful Foods Program, is cooperating in these food campaigns:

JUNE IS DAIRY MONTH. June 1 - 30

NATIONAL BREAKFAST MONTH. June 1 - 30

FATHER's DAY June 20

The following foods will be plentiful during the month of June:

Milk and Dairy Products

Seasonal Vegetables

Broiler-Fryers

The Plentiful Foods Program